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# USDA Inside USDA Information

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## YOUR LUCKY DAY

Taking the approach that Friday the 13th is a lucky, not unlucky day, this issue has lots of goodies for you...some job announcements...notes about a few unique publications...comments on Yearbook sales...a COSDA report...and--well just keep reading!

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## TO FAT OR TOO FAT?

The report on fats by the National Research Council could have an effect on recent USDA nutrition publications such as the Dietary Guidelines and Food--Nos. 1 and 2 (#2 is being developed now).

Interestingly the proposed Food (#2) draft says that people eating diets high in saturated fats and cholesterol tend to have high blood cholesterol levels, but that the cholesterol level of people eating the same diet varies a great deal. So see your doctor. People with high cholesterol levels are generally advised to follow a strict diet...but that's "unnecessarily restrictive for most people. For the population as a whole, moderate consumption of total fat, saturated fat, and cholesterol is sensible."

That's not too different from the Council report. (By the way, in a "Wall Street Journal" story about research on the subject at the U. of Missouri, Joe Marks received recognition on the first page for his interest in exercising.)

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## LATER, YOU'LL SEE...

Don Elder, GPA, continues his work on a documentary program about the effects of Mt. St. Helens on agriculture and wildlife. You'll recall that Don and Doug Maxwell toured the volcano area a week or two ago. They weren't trying to cover the news of the event but rather the impact for use in "A Better Way" and "Down to Earth" TV shows. The programs will include interviews on the spot and have supplemental updates from USDA people knowledgeable about the subject.

In addition to the many Forest Service and Soil Conservation folks involved right on the scene, we also should mention that Bob Marburger and Ben Darling of the San Francisco regional inf office have done a story on the involvement of AMS personnel. The story will be printed in an in-house AMS publication...which we're watching for.

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BEING ENERGETIC

Soon you'll be seeing some of the materials being prepared to urge farm people to conserve energy...especially some TV psa's. Right now plan is for them to feature the Secretary of Agriculture. Later more materials will follow up on the idea.

Once again, we'd like to urge you to tip off Bill Whyte, GPA, of any successful energy conservers you know about. Call him at (202) 447-5746.

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LOOKS LIKE A RECORD

During the first 3-1/2 months since the 1979 Yearbook of Agriculture went on sale (as of June 4) there had been 18,735 copies sold.

That's a new record for sales during any comparable period for any Yearbook. The number compares to 15,402 copies sold of last year's book..."Living on a Few Acres"...during its first 4 months.

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ROUND AND ROUND  
HE GOES

Keep your eyes peeled over the next few months. Nelson Fitton, GPA's participant in the Senior Executive Service program, will be traveling as part of his training and development. Don't be surprised if he shows up where you are.

Shortly he'll travel to Purdue U. and the U. of Illinois to check out their use of computers in their comm activities regarding publishing. Then he'll go to Harpers Ferry for a week of intensive training in executive interaction. After that, he'll attend the Berkeley ACE meeting to discuss cooperative publishing with as many folks from the states as he can...and visit some of the USDA field offices in the area.

Among other projects scheduled for the year are 3 weeks in October at Oak Ridge for more intensive study. Nelson figures all this means that the folks running the SES program really mean business. The rest of us, knowing Nelson, know he'll find a little bit of recreation along the way.

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COSDA COMMUNICATES

Comm Officers of State Dept's of Agriculture (COSDA) held their annual conference at Las Cruces, N.M., June 1-3. Lana Dickson, inf officer for the New Mexico Dept. of Agriculture and president of COSDA, officiated and hosted the meeting.

Report we have is that the COSDA members held another excellent meeting. States were represented from coast to coast and exchanged inf ideas and plans. Only 2 USDA reps made the meeting...Harold Bryson of the Southwest inf office in Dallas...Stan Prochaska, GPA. They reported that Jane Phillips, New Jersey, impressed the group with a report on Northeast regional activities...showed a cooperative spirit among those states that have been recognized by their bosses, the commissioners, and secretaries and directors of agriculture.

COSDA members again have been asked to provide inf support to NASDA (National Association of State Departments of Agriculture) at its national convention in November because of the outstanding job at last year's NASDA meeting...led by North Carolina's Carlyle Teague.

New officers for COSDA in '80 and '81 are: Noah Perry, W. Va., president; Janet Christensen, Mass., first vice-president; John Nickoloff, Pa., second vice-president; Charles Allen, Fla., secretary; Carlyle Teague, N.C. (re-elected) treasurer; and Barbara Barrow, Colo., newsletter editor. The '81 conference is scheduled to be held in West Virginia.

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"INSIDE..." AD  
PAYS OFF

Word going around is that you can't keep 'em down on the farm after they've seen Philadelphia.' At least that's where Drew Effron is headed soon.

He saw an item in "Inside..." about a job...applied just as a whim, got hired. So Drew is giving up his American U. fellowship to move closer to his family. His last day around here will be June 20.

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WE'LL TRY TO BE  
HUMBLE

Jim Sayre, Economics, Statistics and Cooperatives Service, says another "Inside..." item flooded him with requests for his booklet on writing, "Author to Reader."

Well, that's the way it goes folks.

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YOU MAY WANT TO CHECK

We saw a couple of publications the other day that you might want to check out. We're not recommending them necessarily... just sort of curious.

One, called "Picturesque," is labeled as a "communication arts newsletter of metropolitan Washington, D.C." That obviously means the names and announcements covered are quite local, but it also contains some interesting tips on design, typography, comm management and so forth. Apparently you can get on the mailing list by writing Picturesque, 1011 Arlington Blvd., Suite 119, Arlington, Va. 22209.

Larry Marton, GPA, sent us the other pub. It's called "World Food: Facts and Forecasts." Published at 3118 Richmond Ave., Houston 77098. Cost to subscribe is \$335 annually. That's a bundle, but we're impressed by the coverage the pub contains...might be worth checking into either for yourself or for program people interested in international affairs.

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MOVING AROUND

You can count on this...though apparently the word isn't official. Donald F. Schwartz, an IPA with Mason Miller in SEA-CR this past winter, will be the new chairman of the Department of Communication at Cornell U.



Don has been head of communication at North Dakota State U. and will spend the summer moving to Ithaca. Sure...it's a long way between states, you know.

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FOR JOBS...TRY APHIS

On the job front, there's a departmentwide ad moving around this week from the Animal and Plant Health Inspection Service for a GS-12 information specialist. No details on what the person hired will do...write Loretta Germann, 6505 Belcrest Rd., Hyattsville, Md. 20782 and inquire about announcement #80-148...or call (301) 436-6454.

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OR...GEORGIA

Randy Cofer, U. of Georgia, called the other day to announce that he's looking for someone to fill an inf spot at Tifton. The field job will write for farm magazines and newspapers in southern Georgia.

Randy is looking for someone who preferably has a master's and at least one degree in journalism. No background in agriculture is necessary...wants a self-starter and if experienced, that would be helpful.

If interested either call Randy at (404) 542-2561 or write, with a resume, Doug Gatchell, Personnel Officer, Extension Service, U. of Georgia, Athens 30602.

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THEN THERE'S K. STATE

According to Gary Vacin, K. State U., he is looking for a graphic designer in his publications section to replace David Harmes. David will go on leave starting Sept. 1 to teach at K. State until May 31, 1981. So...Gary needs someone to fill in as a graphic designer and coordinator, primarily for home economics publications and other educational literature. The coordination assignment will be to manage a small art staff.

If you're interested, write Gary or call him at (913) 532-5804. He's interested in someone preferably with a B.S. degree and with some work experience in design, especially in an educational institution. It's desirable for the individual to have a master's and to have had some experience in coordination of a staff.

There's a July 3 deadline for getting in touch with Gary.